

Abstract

Title: Brand KSP Kladno

Goals: The thesis aims to develop the new elements of brand KSP Kladno.

Methods: Analysis of the documents by which we obtained data from the environment of KSP Kladno. To analyze the documents we used descriptive case study to a more detailed study of deficiencies in the elements of brand. Interviews with the chairman of the club and group discussion with individual club members to get their ideas about the new features of brand. Interviews and group discussion are semi-structured with a defined range of topics. A personal observation, which we refine the results of interviews and group discussion.

Results: The results represent the creation of new brand elements of KSP Kladno. Based on data collected from interviews and group discussion, a new logo, slogan and anthem of the club were created.

Key words: brand elements, interview, logo, brand